

Brand Guidelines



- Our Brand
- 3. Introduction
 - 4. Brand strategy
 - 5. Our tone of voice

- Guidelines
- 6. Our name and logo
 - 7. Logo sizing
 - 8. Exclusion zone
 - 9. Logo positioning & margins
 - 10. Fonts
 - 11. Colour palette
 - 12. Colour palette proportions
 - 13. Logo colourways
 - 14. Brand graphics
 - 15-22. Imagery

- Examples
- 24. Signage
 - 25. Clothing/PPE
 - 26. Sector Icons

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Contents

Introduction

There's lots of interpretations of the word 'brand'.

For us, a brand is our reputation; the sum of every experience people have with us: our customers, partners, colleagues, and the wider public.

These guidelines focus on one part of that reputation - how we communicate visually and in writing. Design and language alone can't define who we are, but when used thoughtfully, they play a powerful role in shaping positive, consistent experiences.

They also help us bring to life our purpose, 'Creating better ways to build, for a world of changing demands', along with our core values and The Severfield Way. The way we present ourselves should always reflect what we stand for and how we work together, inside and outside the business.

What follows is a set of tools and advice to help us show a strong identity that reflects our organisation's core beliefs. They're here to guide, not restrict. Think of them as a framework, not a rulebook.



Our personality:

Visionary

We believe in the power of buildings to improve lives.

- ✓ **It is:** thinking beyond steel structures
- ✗ **It isn't:** fantasy

Curious

We constantly question, to understand how to make things better.

- ✓ **It is:** challenging
- ✗ **It isn't:** intrusive, persistent

Confident

We are capable, skilled and well-practised.

- ✓ **It is:** self-belief
- ✗ **It isn't:** arrogant, boastful

Our purpose

Creating better ways to build, for a world of changing demands

Expectations change.

As the world of work, industry, and society evolves, so too do the buildings we use and the demands we place upon them. Communities grow, adapt, and change over time, and the spaces we create must evolve with them.

Our response is to stay innovative. We are instinctively driven towards better ways of building. Our engineers are known for their remarkable ingenuity, consistently pushing boundaries to create buildings that serve not just today's needs, but the changing needs of tomorrow's communities and societies.

We are:

Forward looking

We lead the way in technology and innovation.

- ✓ **It is:** grounded and practical
- ✗ **It isn't:** science fiction

Smart

We use our ingenuity to find better, more efficient ways to do things.

- ✓ **It is:** inventive, experimental
- ✗ **It isn't:** intellectual for intellectual's sake, academic

Caring

We champion sustainability and better places to live and work.

- ✓ **It is:** a human-centred business
- ✗ **It isn't:** box-ticking, compliance

Brand belief/insight

We believe we can make construction better. Too often it is wasteful, inefficient, and unnecessarily complex.
At Severfield, we want to be recognised as the innovative, sustainable leader shaping how the world builds for generations to come.

Creative checklist

Our designs should:

- Excite our audience
- Show our expertise
- Be bold and feel inspiring
- Show the scale and impact of our projects
- Demonstrate how our work positively shapes communities and society

Our tone of voice

Along with our visual identity and the way we behave, the third key component in the way the world perceives us and our brand is the way we sound, or our ‘tone of voice’.

As you’ve seen in the previous section, we have defined our brand personality as **Visionary**, **Curious** and **Confident**.
We also describe ourselves as **Forward-looking**, **Smart** and **Caring**. Together, these traits form the basis of the way we speak and write.

The following principles are intended to help you use language to maximum effect.

Our tone of voice should feel natural, human, and authentic. If you read your words back and think, “I’d never say that out loud,” it might need simplifying. Speak as you would to a colleague or client: confidently, clearly, and with warmth.

We are human	————→	Personal and grounded, not simplistic or over-familiar
We are experts	————→	Smart and confident, not cold or arrogant
We are innovators	————→	Visionary and curious, not clichéd or predictable
We are passionate	————→	Caring, but not impulsive or naïve
We are creative	————→	Inspiring and exciting, but not for its own sake



Our logo

The Severfield logo is made up of two elements; the Severfield ‘S’ symbol and Severfield ‘Logotext’.

These elements nearly always appear together and this guide explains some of the rules for the proportional sizing and placement of the logo. It also covers a few exceptions.

The ‘S’ symbol is a vital element of the Severfield brand and is covered in greater detail in this guide.

Our logo has been carefully created — so always use the master artworks supplied and never distort it in any way or create your own version.

Our name

When referring to the company by name, ‘Severfield’ is preferred. When necessary, we can refer to ‘Severfield plc’ too, in which case ensure ‘plc’ is set in lowercase. Only when critical for the audience’s understanding, do we refer to the individual divisions below. If using these divisional names, they must be used exactly as shown. No other variants of name should be used.

- Sevefield Commercial & Industrial
- Severfield Nuclear & Infrastructure
- Severfield Modular Solutions
- Severfield Europe



The ‘S’ symbol

Severfield Logo text

Logo sizing

A3 and similar

Logo: 88mm wide



A4 and similar

Logo: 62mm wide



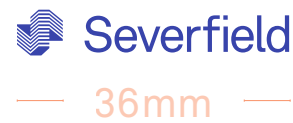
A5 and similar

Logo: 44mm wide



A6 and similar

Logo: 36mm wide



Please note:
The minimum size of the logo is 36mm wide.
If the logo is required to be smaller, please
use the small print version.

Small print version

The 'S' symbol is a complex element, meaning it will not reproduce clearly at smaller sizes. In these instances, the small print version should be used instead, which is simplified for use at smaller sizes.

The minimum size for this is 18mm wide. **Never use this logo larger than**



Logo sizing

The Severfield logo will be used in many different sizes and proportions, depending on the context in which it is being used.

Here, we have shown a selection of the most common sizes you may need.

For use on non standard sizes such as clothing and PPE, you should use the logo most suitable to the area.

At all times please bear in mind the exclusion zones. See page 10 for more details.

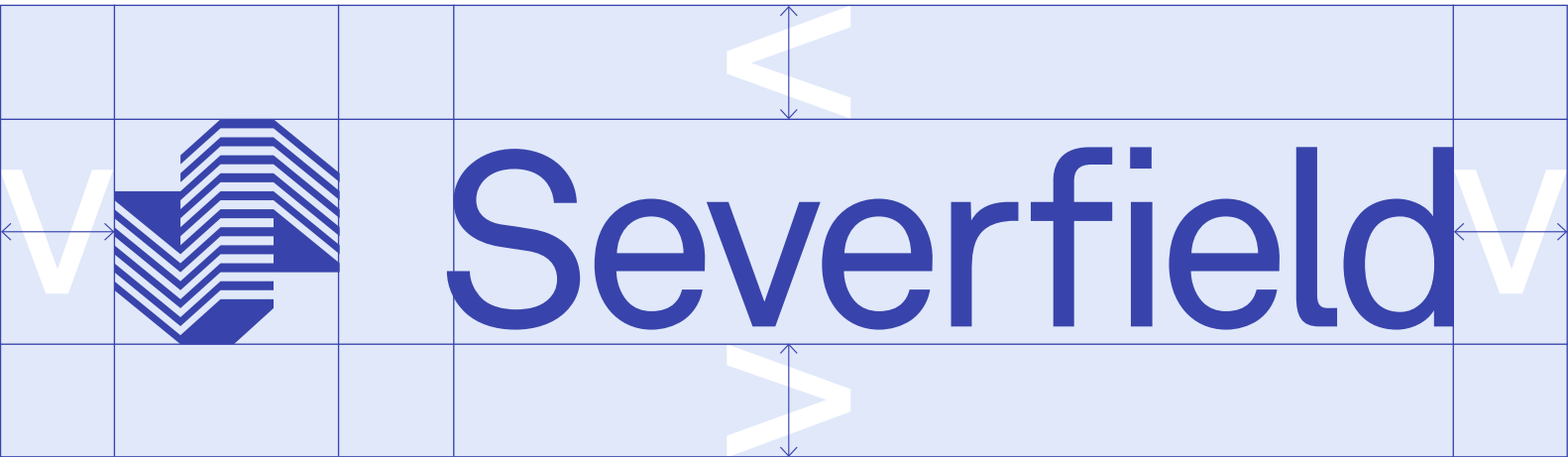
Exclusion zone



Our exclusion zone

In order to maintain the integrity of the logo and give it appropriate space and emphasis, we have established an exclusion zone.

This clear space should be maintained and kept free of text or other graphics wherever possible.

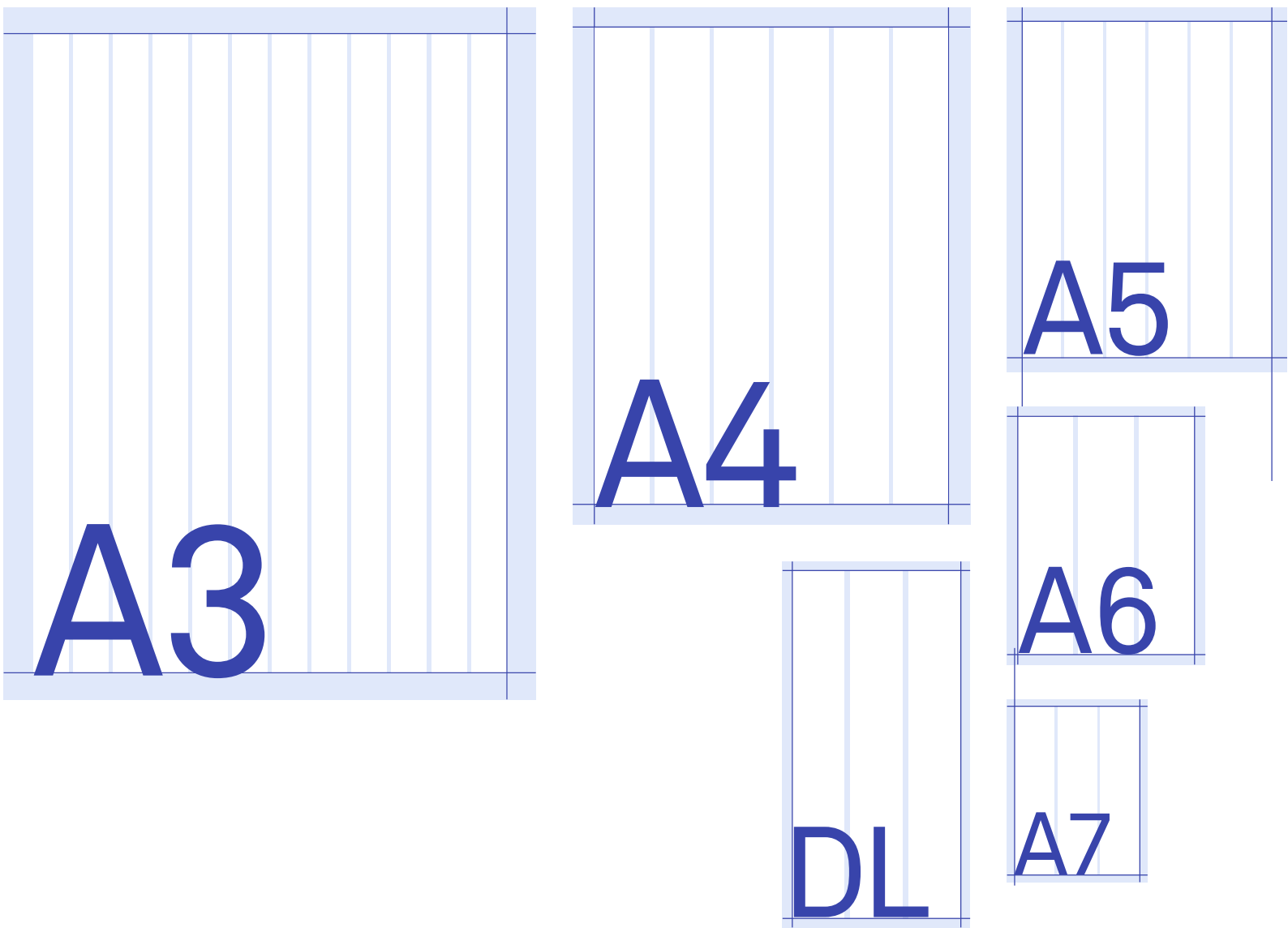
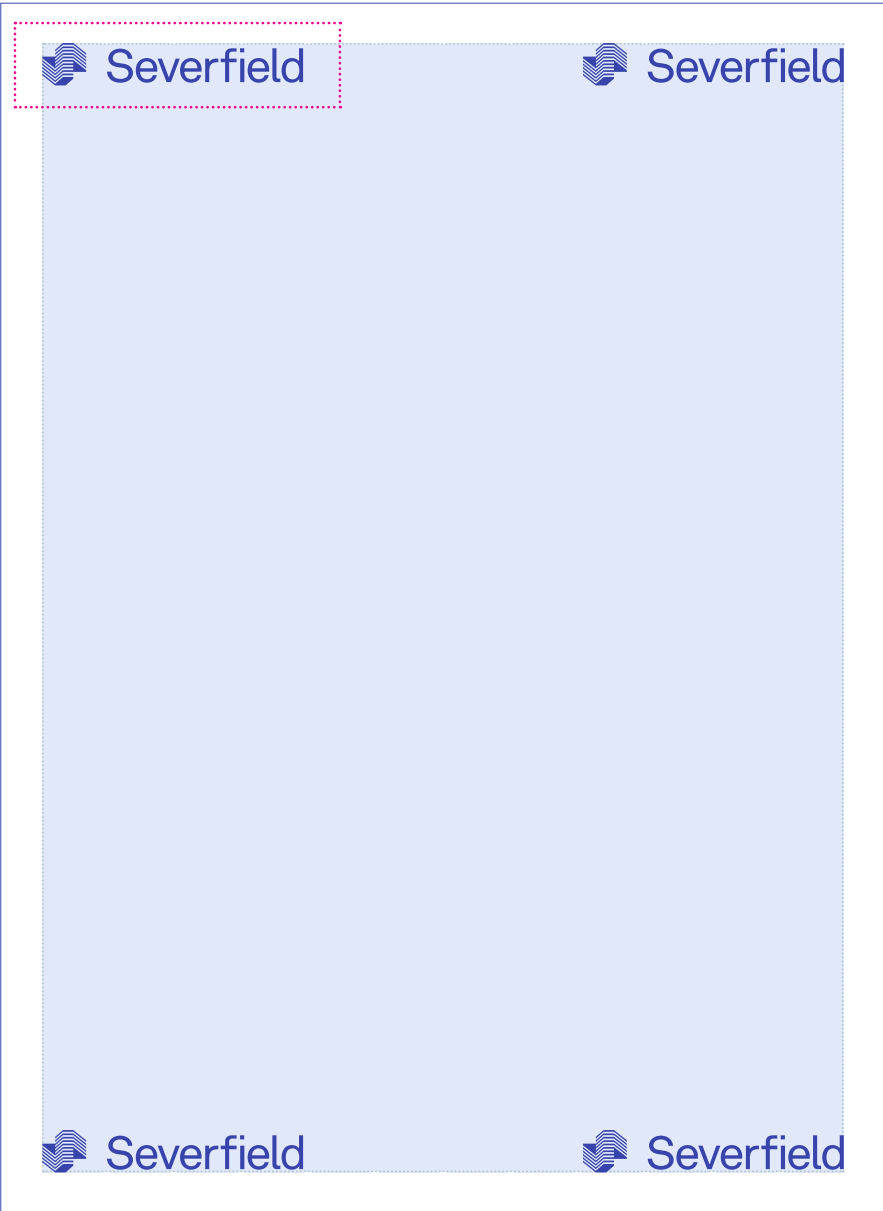


For times where space is limited we have set an absolute minimum exclusion zone for applications.

In these situations, the width 'v' of Severfield is used to define this area but only use this when absolutely necessary.

Logo positioning & margins

Default position



Positioning the logo

The logo can be positioned in any corner of the page, to allow for the best possible interaction with typography and imagery.

If in doubt, **ALWAYS** position the logo to the top left margin as highlighted in pink.

Always align the full logo either to the left margin with the 'S' symbol or right margin with the 'd' in Severfield.

Grids

To ensure consistent layout we have determined some set margin distances based on some of the standard formats.

- A3 and similar**
14mm margins
- A4 and similar**
10mm margins

- A5 and similar**
8mm margins
- A6, A7, DL and similar**
5mm margins

Fonts

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Arial
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Secondary font:

Arial

Colour palette

Our primary core 4 colour palette

Our primary colours are:
Severfield Blue. Electric Blue, Clay and Steel Grey.

These are, by far, the most prominently used colours in any of our branded design work. Our overall design aesthetic is simple and minimal and a restrained colour palette helps to support this.

Secondary palette

We also have a supporting secondary colour palette to allow for flexibility in design.

Our Secondary colours are:
Burnt Clay, **Midnight**, **Royal Blue** and **Machine Grey**

All secondary colours should be used sparingly and never detract from the core 4 primary colours being the most prominent.

The colour references show the main colour breakdowns that you will need for most applications.

Primary core 4 colour palette

<div>Severfield Blue</div> <div>Pantone® 072</div> <div>C92 M85 Y0 K0</div> <div>R57 G74 B169</div> <div>#394AA9</div> <div>RAL 5002 -</div> <div>Ultramarine Blue</div>	<div>Electric Blue</div> <div>C75 M17 Y4 K214</div> <div>R75 G17 B40</div> <div>#00A4D6</div>
<div>Steel Grey</div> <div>C59 M43 Y35 K5</div> <div>R115 G128 B142</div> <div>#73808d</div>	<div>Clay</div> <div>C0 M52 Y60 K0</div> <div>R246 G146 B106</div> <div>#F6926A</div>

Secondary colour palette

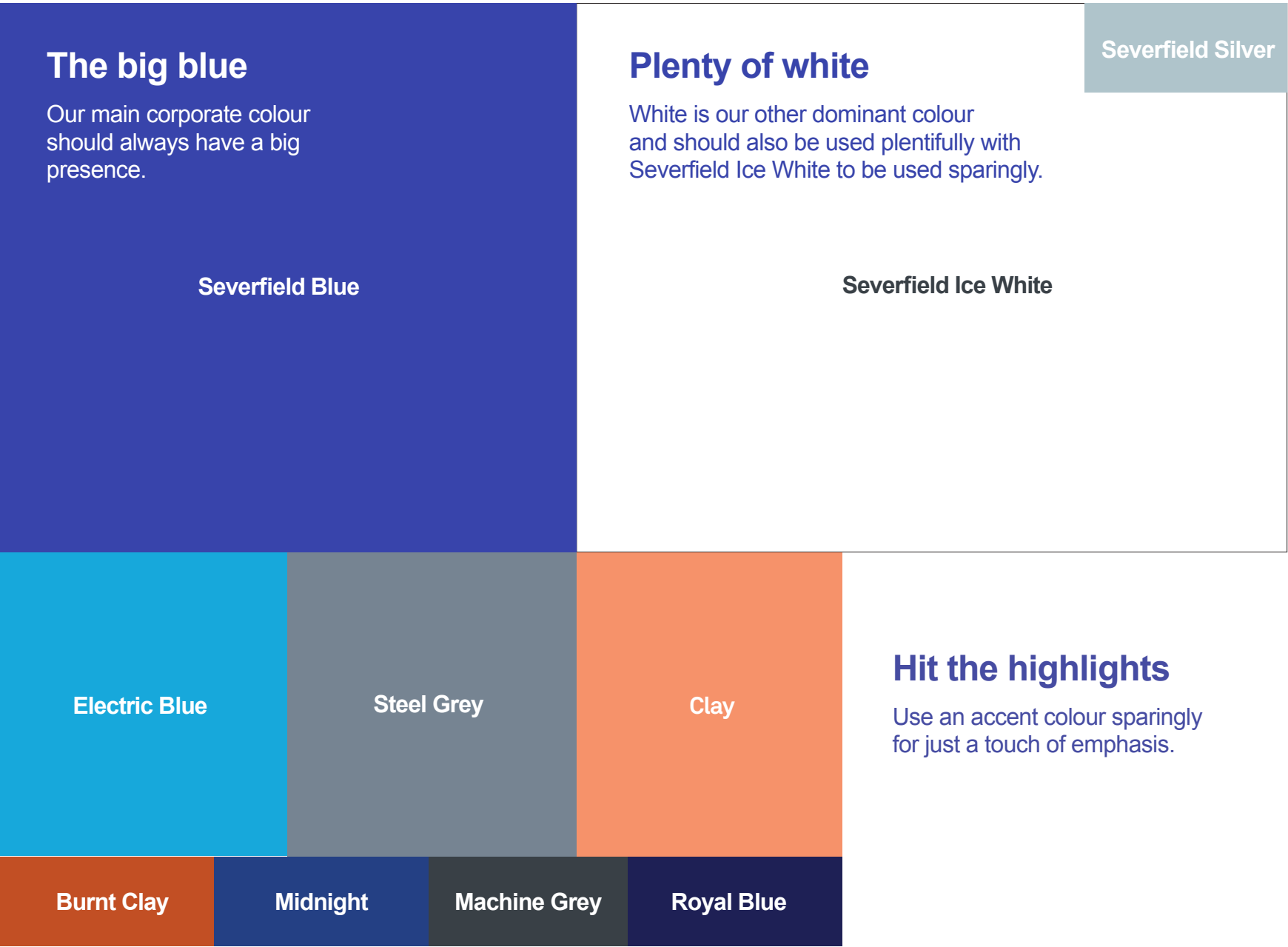
<div>Midnight</div> <div>C100 M96 Y37 K33</div> <div>R31 G35 B82</div> <div>#1F2352</div>	<div>Royal Blue</div> <div>C100 M86 Y21 K6</div> <div>R31 G65 B128</div> <div>#1F417F</div>
<div>Machine Grey</div> <div>C74 M63 Y55 K44</div> <div>R58 G64 B70</div> <div>#3A4046</div>	<div>Burnt Clay</div> <div>C19 M82 Y100 K9</div> <div>R188 G76 B39</div> <div>#BC4D27</div>

<div>Severfield Ice White</div> <div>C0 M0 Y0 K0</div> <div>R255 G255 B255</div> <div>#ffffff</div>	<div>Severfield Silver</div> <div>C31 M14 Y16 K0</div> <div>R176 G196 B203</div> <div>#b0c4cb</div>
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Severfield Ice White is part of both our core and secondary colour palettes. While not a colour in the traditional sense, it plays a key role in creating a clean, minimal look. It helps our core colours stand out, supports readability, and keeps designs uncluttered.

To complement this, we've introduced Severfield Silver as a secondary colour to Severfield Ice White. Used sparingly, it adds subtle depth where a softer background is needed without losing our simple visual style.

Colour palette proportions



An extra dimension

Our secondary colours can be applied to add a little depth.

Proportionate use of colour

This page shows the approximate proportions in which our colour palette should be used.

Severfield Blue is the main colour of our identity. Alongside Severfield Ice White, these two should always be dominant. The use of **Clay**, **Electric Blue** and **Steel Grey** can be used to add depth and texture.

The secondary palette of **Burnt Clay**, **Midnight**, **Royal Blue** and **Machine Grey** can be used but must never dominate the core 4.

The choice of accent colour can often be informed by the overarching colour palette of imagery being used in a piece of communication.

Logo colourways

Primary



Logo colour variants

The logo is supplied in the primary Severfield blue, as a mono version and in steel grey.

In some situations you may be requested to only supply a logo in black/white. Wherever possible we would prefer the use of our brand colours but in these situations you may give permission for use in mono.

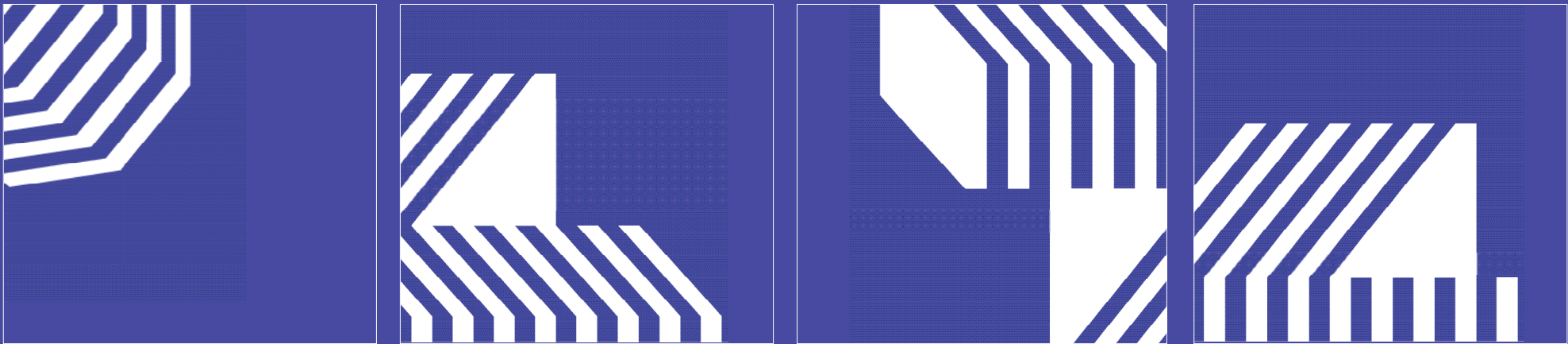
Mono



Steel Grey



Brand graphics



The Severfield logo can be used in a unique and dynamic way to create an extended visual language.

Crops of the Severfield ‘S’ symbol

Our brand graphic should be used to add a moment of visual interest. One way to use this is to find crops of the Severfield ‘S’ symbol.

Please note that these elements can quickly look complicated. Therefore when using them, remember to design with plenty of white space.



Extended graphics

The 40° angled lines are a distinct and recognisable part of the Severfield ‘S’ symbol. We can use this feature as a basis to create additional brand graphics.

One way to do this is through pattern. Please note the lines and white space should be even in space and weight. These can also be combined with solid colour to add graphic interest.

Another way to introduce the angle can be when using imagery. Taking a 40° angle out of the holding shape creates a subtle yet distinctive reference to the Severfield ‘S’ symbol.



1.



2.



3.



4.

Overview

What makes Severfield unique is the passion and vision present at every stage of the process. Our projects are complex, involve many stages, and rely on the dedication of our people to deliver them. This is something we want to actively promote in our communications.

Our images should represent each stage of our process, the pride we take in our work, and the positive impact our projects have on the communities and people around them. There are 4 core parts to our image library, and we use a carefully selected mix of these to suit the application and communicate the full lifecycle of our projects:

1. The Severfield project team

Showcasing a diverse range of colleagues across different roles and responsibilities within the business, highlighting teamwork, expertise, and dedication.

2. Design and solutions

The stage of work that happens before any steelwork is produced, where innovative ideas and problem-solving set the foundation.

3. Manufacturing and construction

From the moment we begin working with the steel to the process of erecting it on-site, demonstrating skill, precision, and teamwork.

4. Completed projects and impact

The finished product and the difference it makes - how our work shapes the built environment and positively affects the communities and people who use and interact with the buildings.

The following pages provide further details about each stage and guidance on what to look for when creating new images.



The Severfield project team

With these images, we aim to showcase a diverse range of colleagues across different roles and responsibilities within the business, highlighting teamwork, expertise, and dedication.

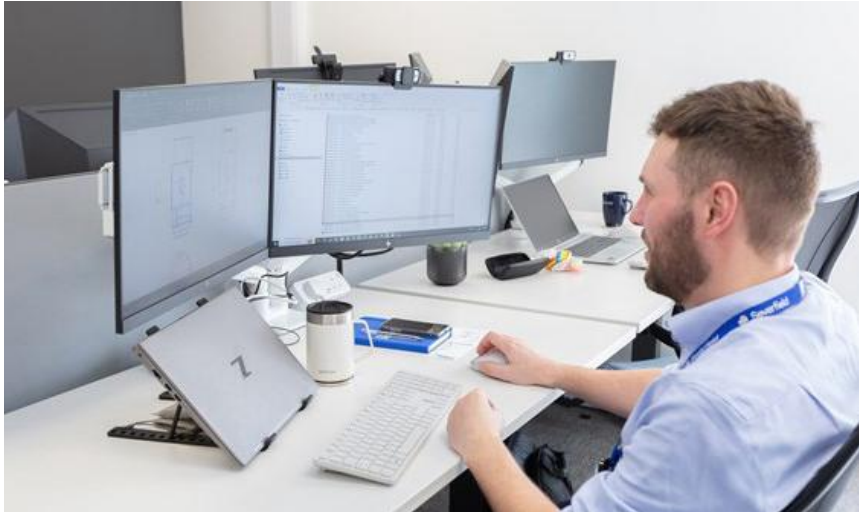
We use them to help us feel approachable, so they should feel relaxed and are styled to convey a sense of warmth.



Please note:

Our images may require some retouching and colour balancing in order for them to look consistent.

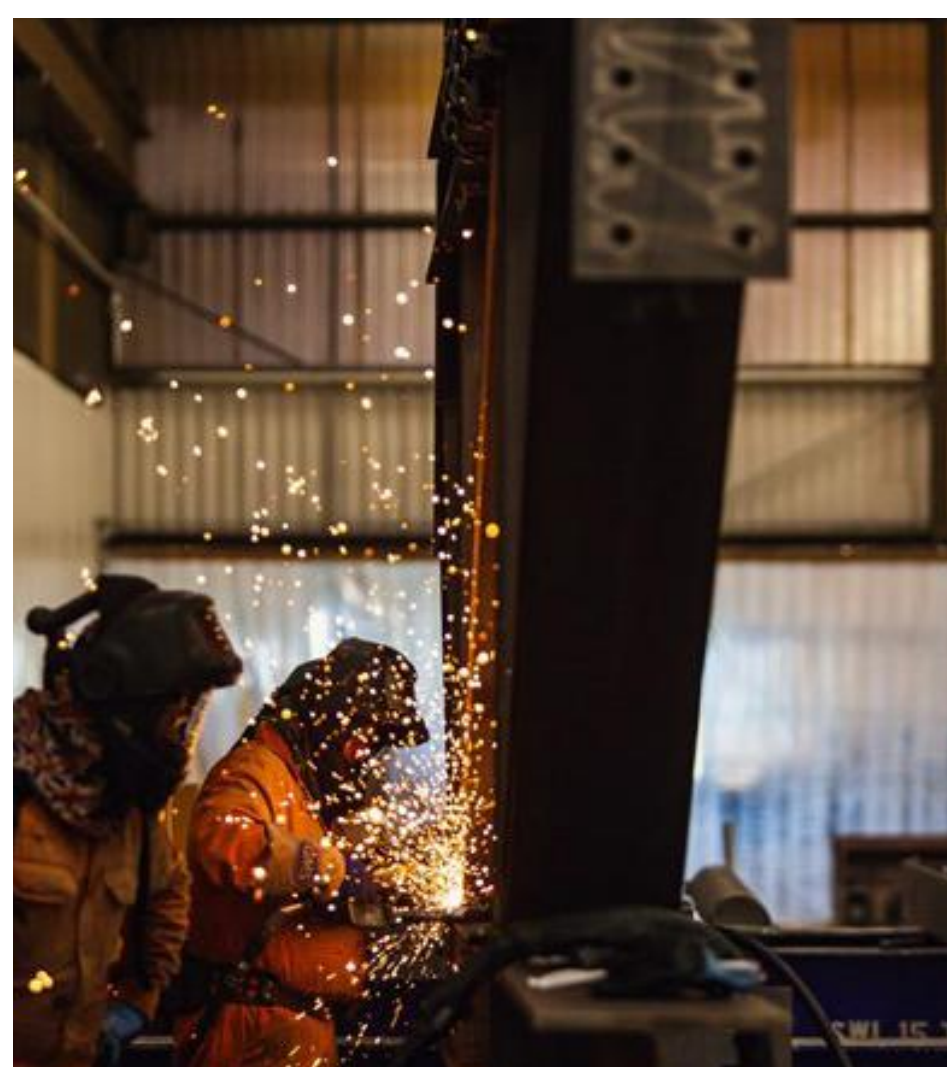
Images should feel warm, bright and reflect our colour palette when possible.



Design and solutions

These pictures capture the stage of the work in which we're generating new ideas, design solutions, and innovative ways to solve problems. They capture our process and our expertise in action.

Imagery

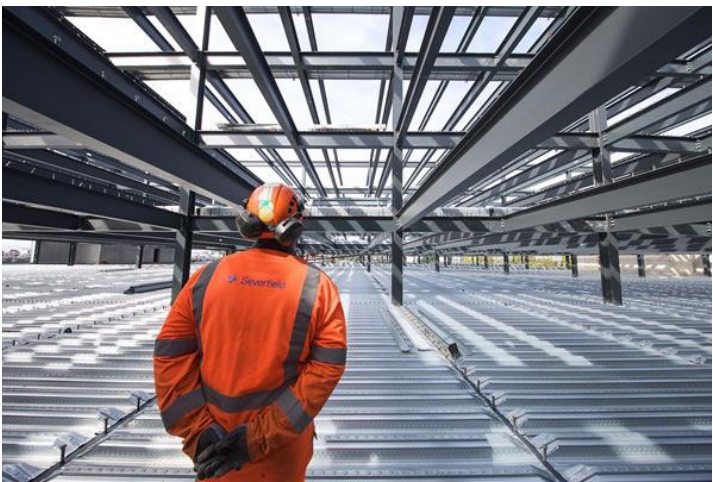
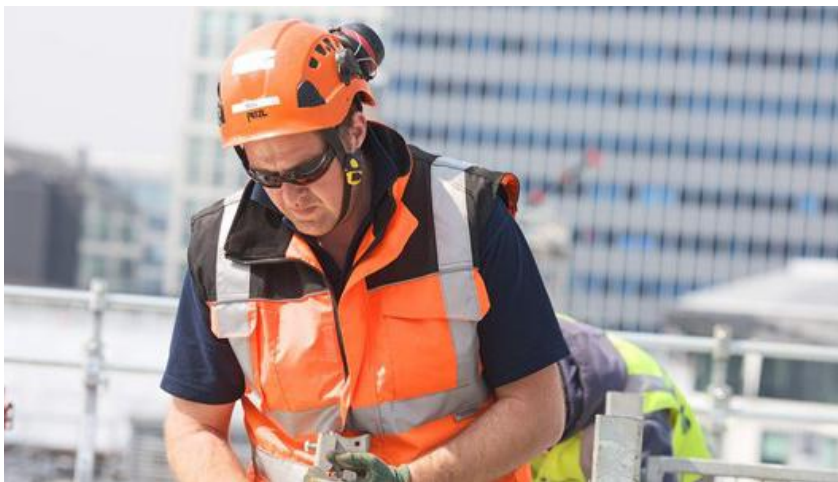
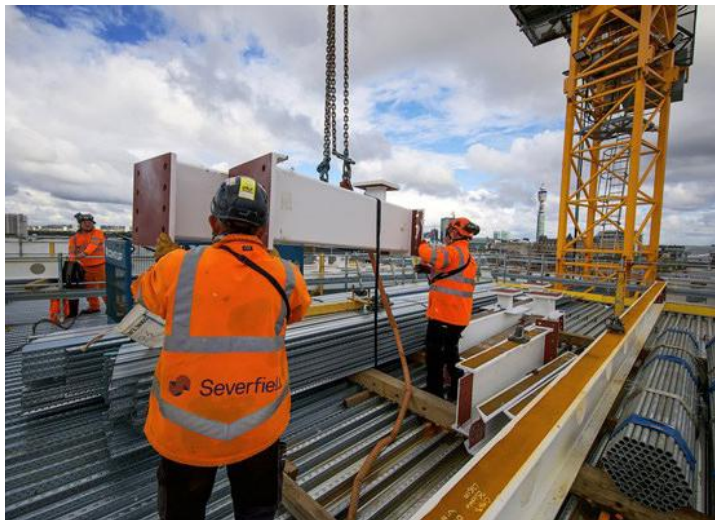
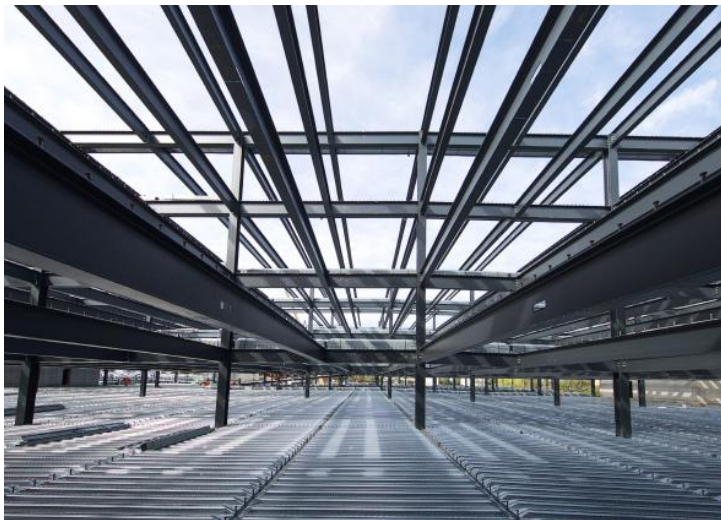
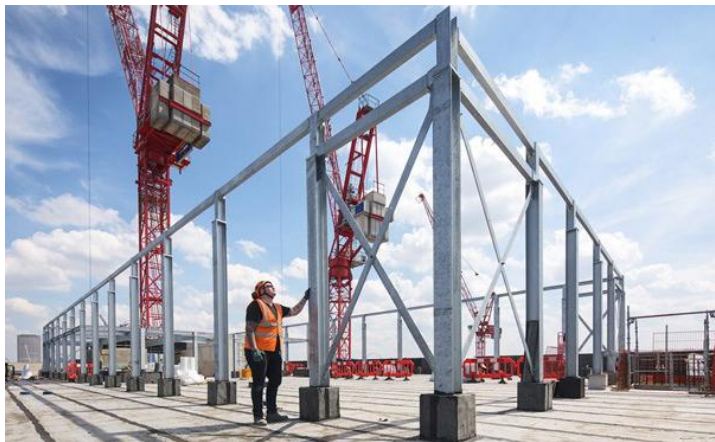


Manufacturing and construction

As the title suggests, these images fall into two categories. The first category depicts the manufacturing process that takes place in and around our factories and facilities.

Here, our craftsmanship takes centre stage. Images depict our highly skilled people in dynamic scenarios, capturing some of the most impressive work we do.

These images feel active, with a sense of energy and the excitement of bringing a project to life.



Manufacturing and construction

The second category of images in this section shows the steelwork coming together on-site, showing buildings taking shape.

Shooting high-quality, appealing photography at a building site can be challenging, so must be handled with care and the proper expertise.

A bright day / good weather and a keen artistic eye for the most interesting angles are key considerations here.

Imagery



Completed projects and impact

The completed projects element of this category showcases the finished product. These images capture our pride in helping to bring these buildings into existence. We aim to capture them in the most exciting and dynamic ways possible.

When shooting, carefully consider the time of year and the weather to show our buildings in their best light. Bright, clear skies generally add drama more effectively than grey, cloudy days.

Alongside wide shots, look for interesting angles and perspectives that convey scale and impact. Images taken from below or directly upwards can inspire awe and wonder at some of our most iconic structures. Drone photography from above offers unique and unusual viewpoints, giving a fresh perspective on our work.

Combined, these images should convey pride, passion, and attention to detail, not just in the buildings themselves, but also in the way they serve and enhance the communities and people around them.

Imagery



Completed projects and impact

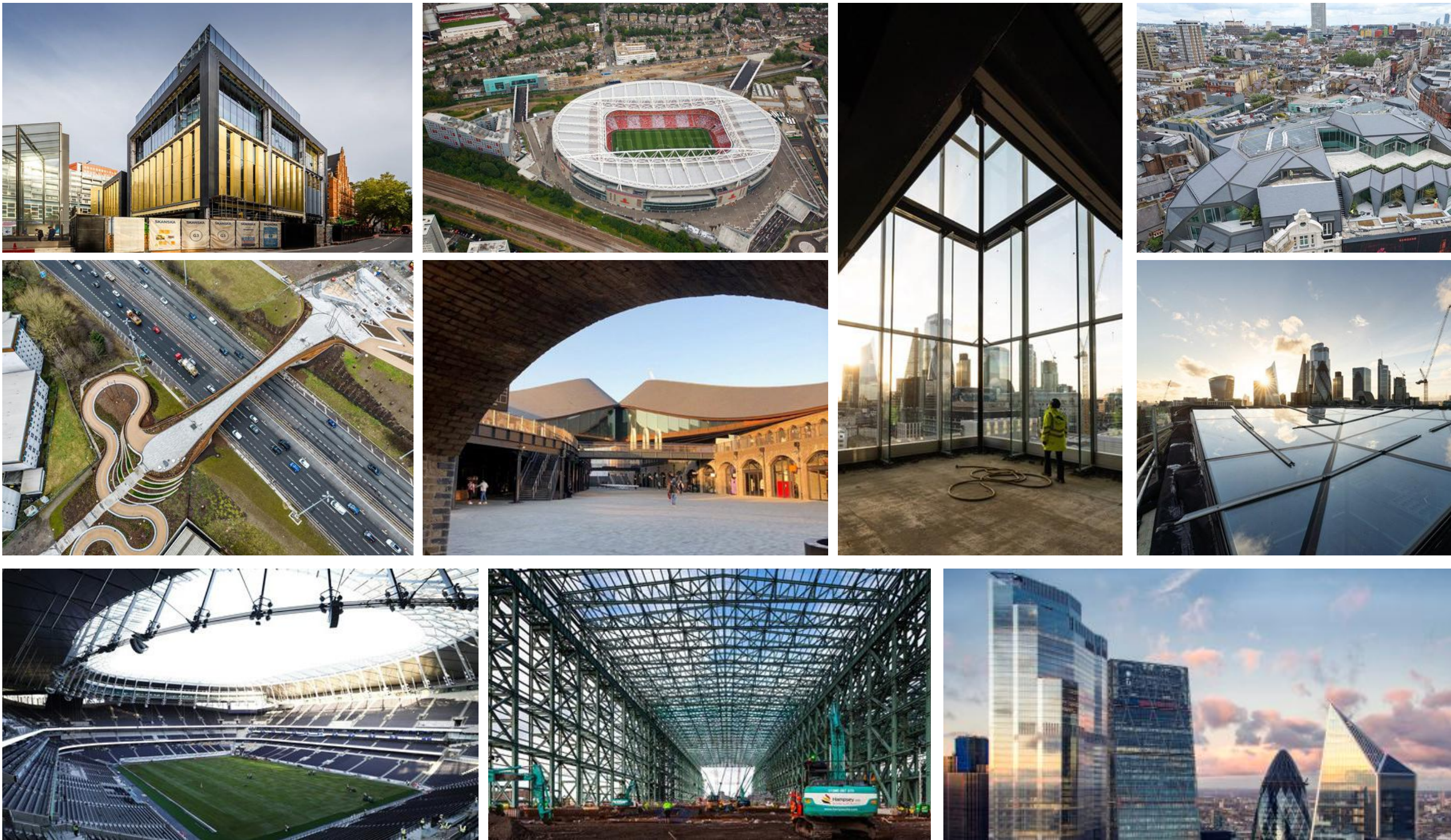
The impact element of this category is a vital ingredient in showing the world what makes us different to our competitors.

They show that we understand and care about the impact these buildings have on people and their communities.

Adding people at the heart of these images brings an emotive aspect to our brand too. They help show the impact of our work on communities and the fact that we bear that in mind in everything we do.

Unlike other structural steel companies, we look beyond the steelwork to the impact the finished buildings will have on the lives of those they are built for. These images help show that.

Imagery



* Image for illustration purposes only



Fig. 5a : Building Signage



Fig. 5b : Free-standing Signage





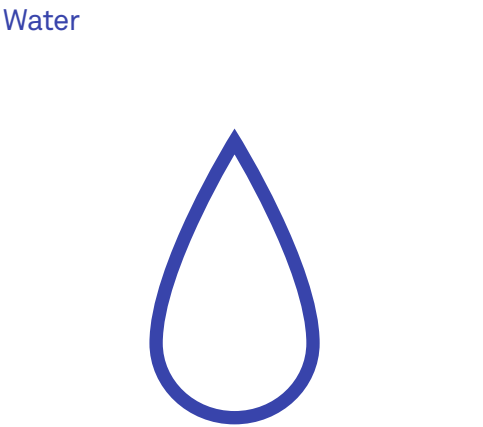
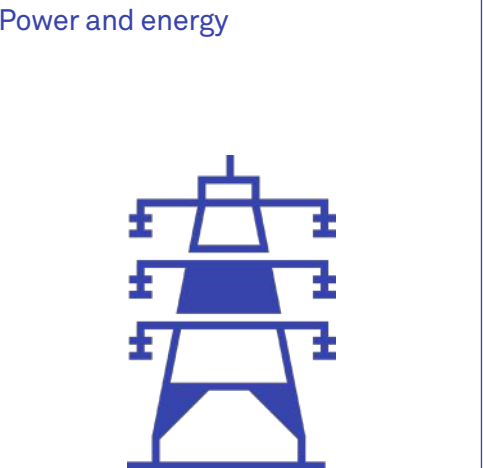
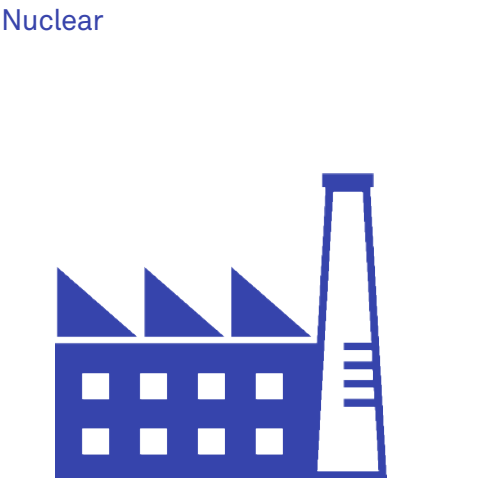
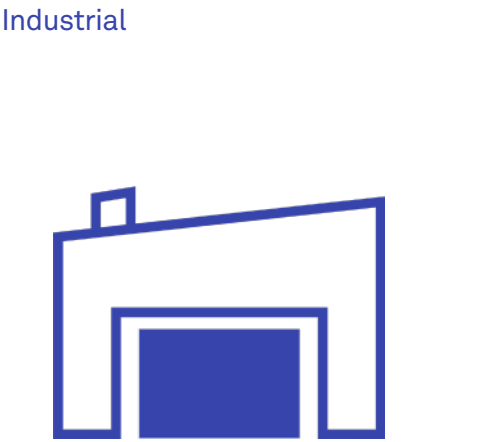
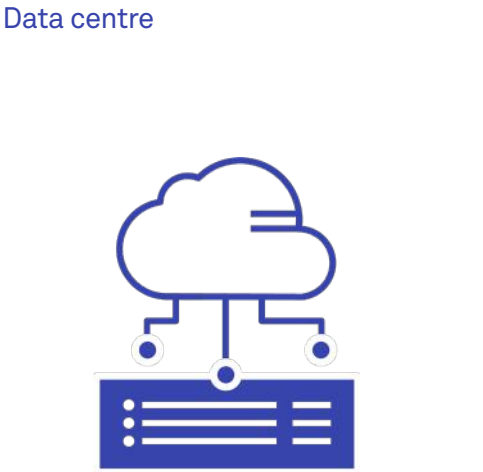
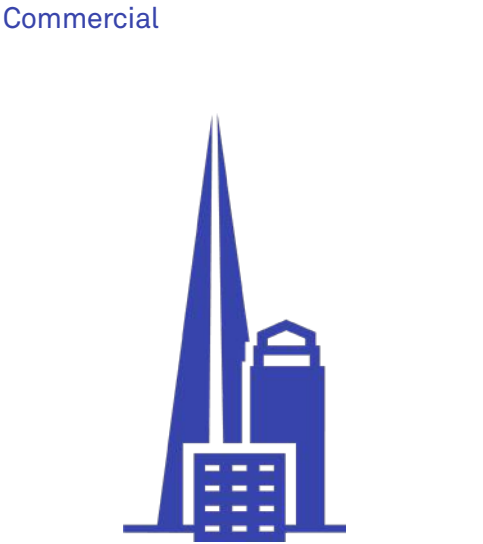
Severfield hard hat



Severfield hi-vis jacket



Sector Icons



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